AMENDMENT TO THE CLAIMS

1.   (Cancel)

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6.   (Currently Amended) ~~The method of claim 4 in which~~ A method for formulating and delivering data for use in controlling the presentation of a program and portions thereof, the method comprising:

      formulating frames of program data and associating each frame with a discrete portion of the program, wherein the program data comprises (1) content data, (2) control data, or (3) both content and control data, the content data describing attributes of the discrete portion of program to which the content data is associated;

      delivering the program data to a transmission facility;

      distributing the program data to viewers;

      distributing alternate scenes for use in the program, the alternate scenes comprising an alternate audio track and alternate video track, the alternate scenes ~~are~~ selected by viewers.

7.   (Original) The method of claim 6 further comprising displaying indicia to viewers to indicate when a discrete portion of the program has been modified to display an alternate scene.

8. (Original) The method of claim 7 further comprising displaying to a selected viewer an indication that the alternate scene was chosen by the selected viewer.

9. (Currently Amended) ~~The method of claim 1 in which the distribution of the program data occurs~~ A method for formulating and delivering data for use in controlling the presentation of a program and portions thereof, the method comprising:

formulating frames of program data and associating each frame with a discrete portion of the program, wherein the program data comprises (1) content data, (2) control data, or (3) both content and control data;

delivering the program data to a transmission facility;

distributing the program data to viewers by embedding the program data in a ~~the~~ channel carrying an Electronic Programming Guide.

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19.   (Currently Amended) ~~The method of claim 13~~ A method of remotely controlling presentation of a program to a viewer, the method comprising:

        sending program data over a communications network to a consumer electronics ("CE") device associated with the viewer;
                collecting from a viewer interface the viewer's presentation preferences; and
                comparing the program data with the viewer's presentation preferences and thereafter modifying the program for display to the viewer,

        in which the program data is embedded in a channel carrying ~~delivered as part of the information sent in~~ an Electronic Program Guide delivered to the viewer's CE device.

20.   (New) A method for formulating and delivering data for use in controlling presentation of a program and portions thereof, the method comprising:

        receiving frames of program data, each frame associated with a discrete portion of the program, the program data comprising at least one of (1) content data, (2) control data, and (3) both content and control data, the program data allowing a viewer to select alternate content for use in the program;
                accessing the alternate content selected by the viewer; and
                replacing a portion of the program with the alternate content.

21.   (New) The method of claim 20, wherein accessing the alternate content comprises locally accessing the alternate content.

22.   (New) The method of claim 20, further comprising indicating when the portion of the program has been modified with the alternate content.

23.   (New) The method of claim 20, further comprising generating an icon that indicates when the portion of the program has been modified with the alternate content.

24.   (New) The method of claim 20, further comprising commanding display of an icon that indicates when the portion of the program has been modified with the alternate content.